

Exclusive

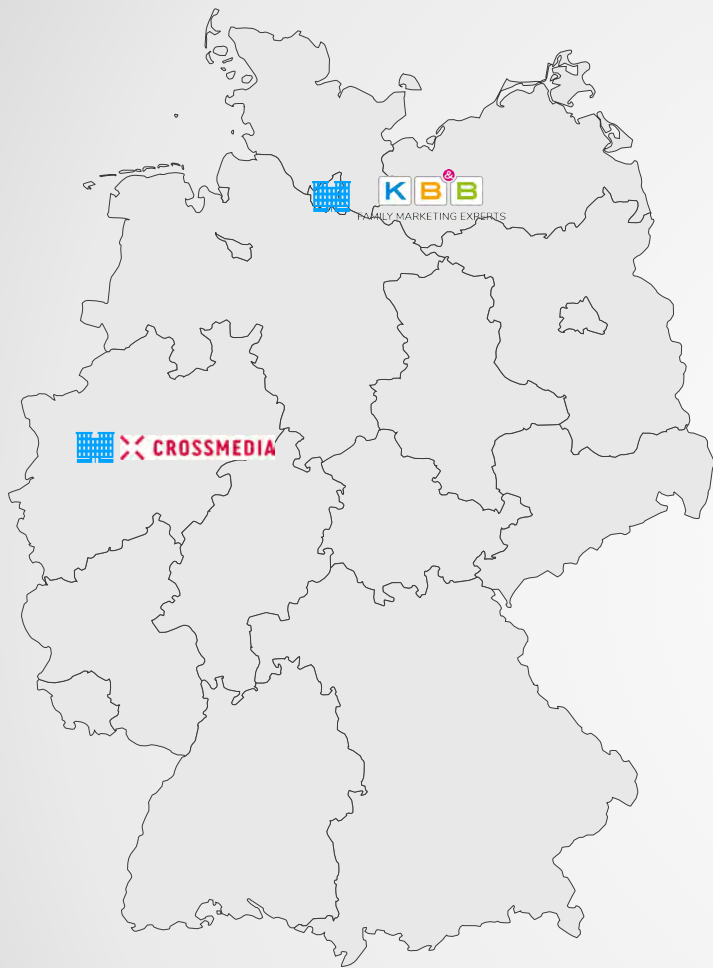


Kids and Apps



**THE
KIDS
WANT
MOBILE!**



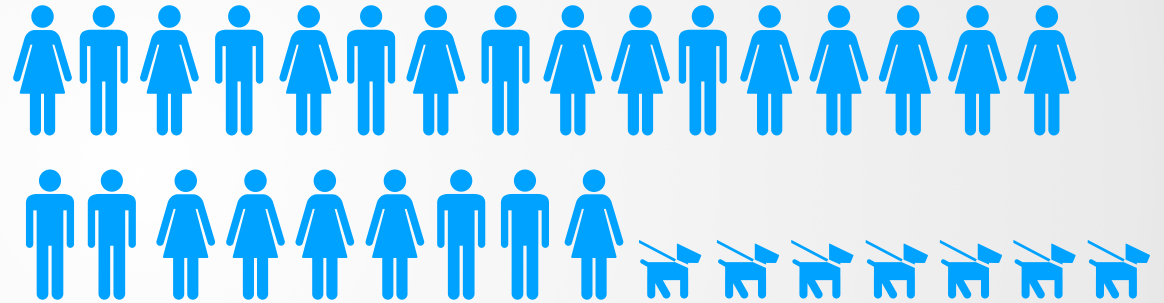


FAMILY MARKETING EXPERTS

Specialised Agency for Family Marketing



1998



Products and Services

CROSSKIDS
MEDIA | KREATION

kinderzeit

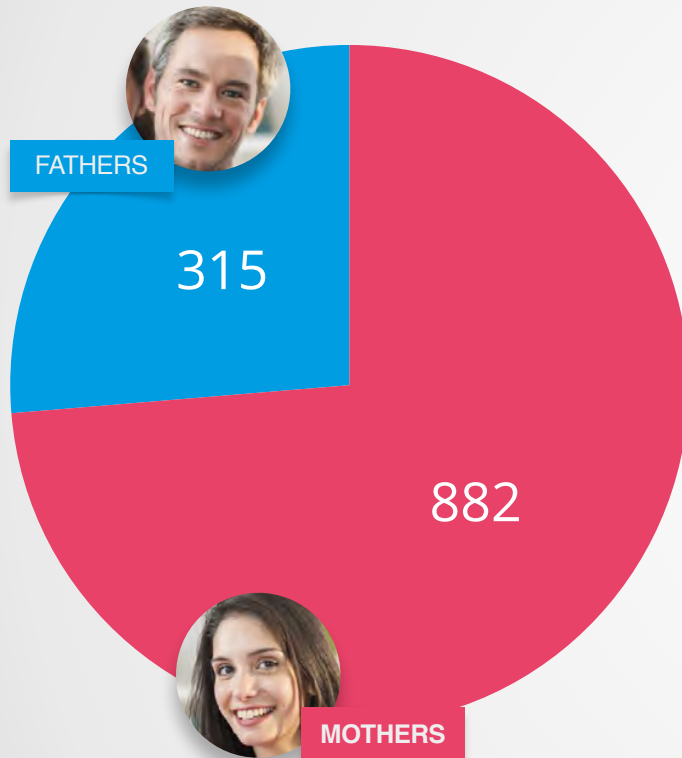
fact
family access tool

THE KIDS WANT MOBILE!



Who participated in the survey?

Online-Survey 03/2019: Parents with children up to 13 years in Germany



2015: n = 2.195

2016: n = 2.086

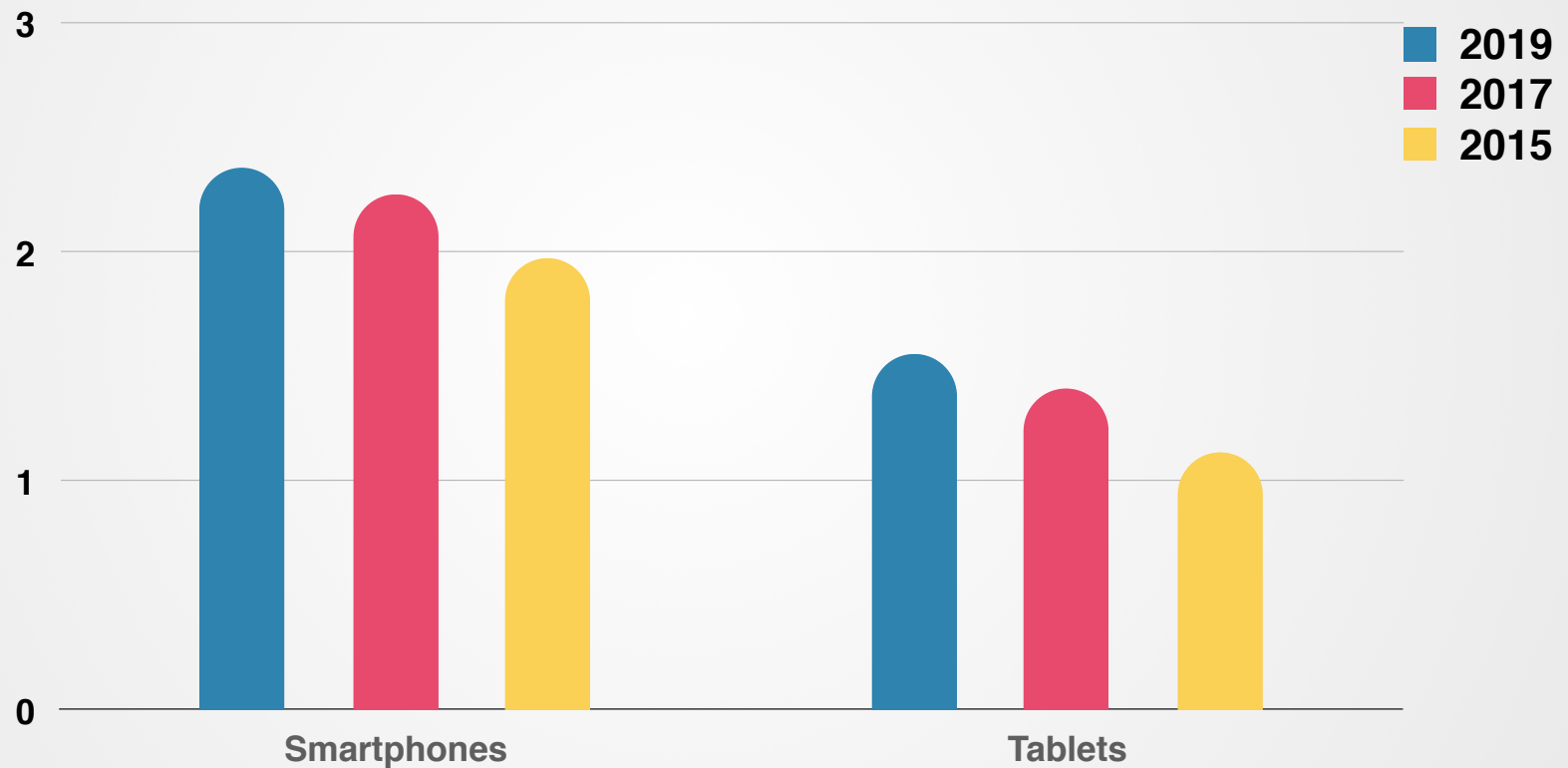
2017: n = 2.065

2018: n = 1.326

2019: n = 1.197

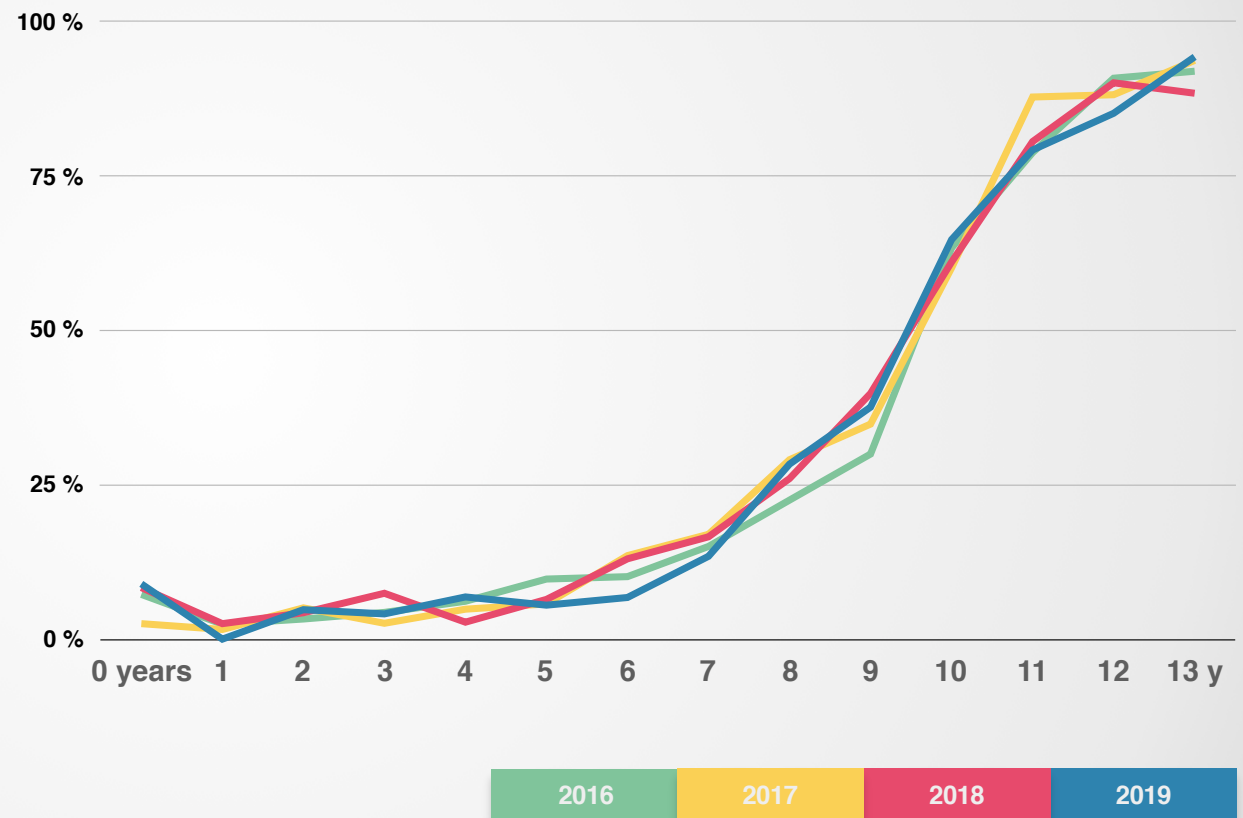


How many smartphones / tablets owns your family?





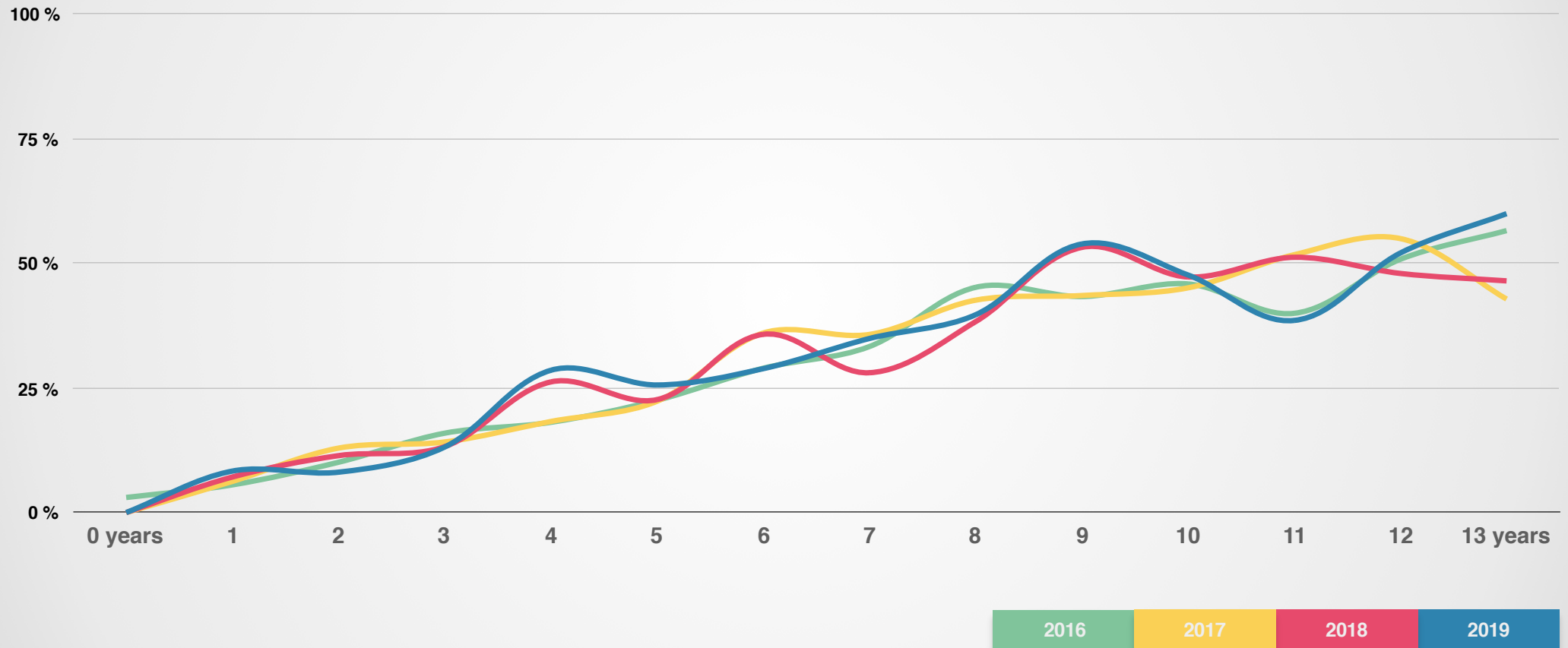
Does your child have his / her own smartphones? („Yes“)



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Does your child have his / her own tablet? („Yes“)



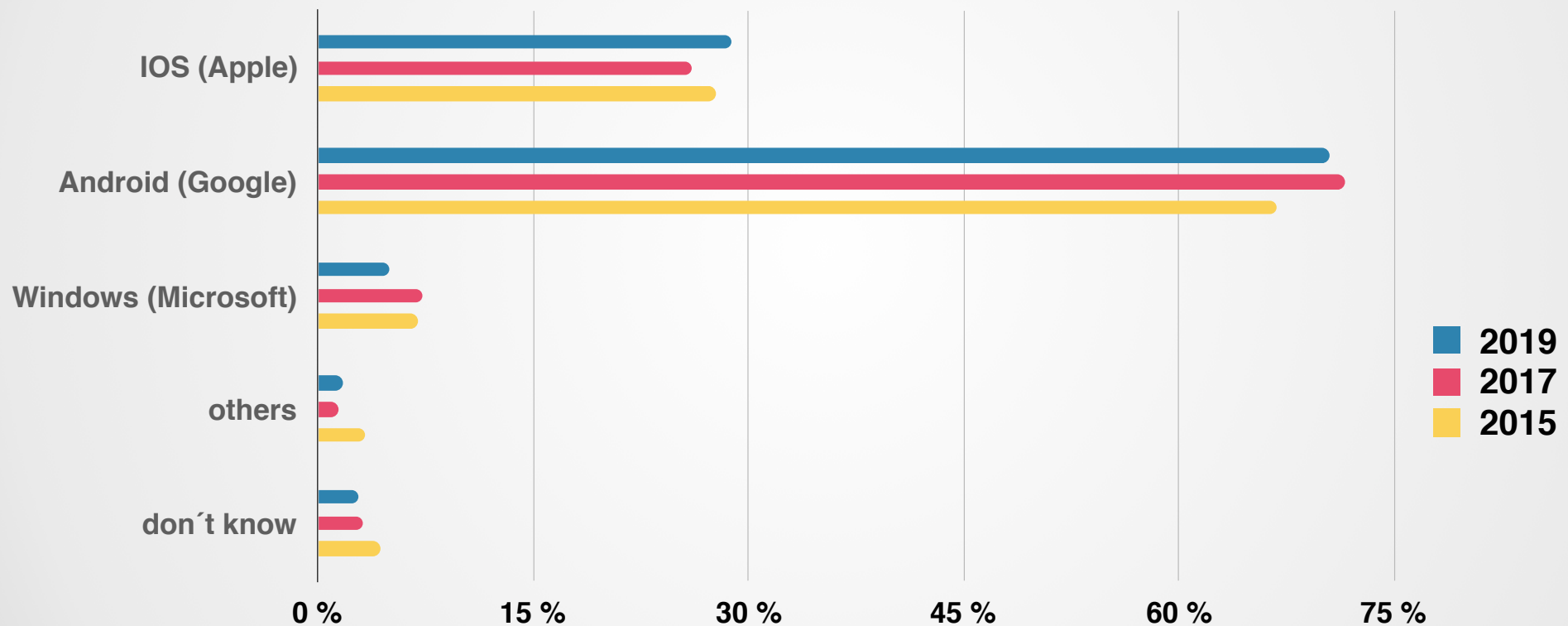
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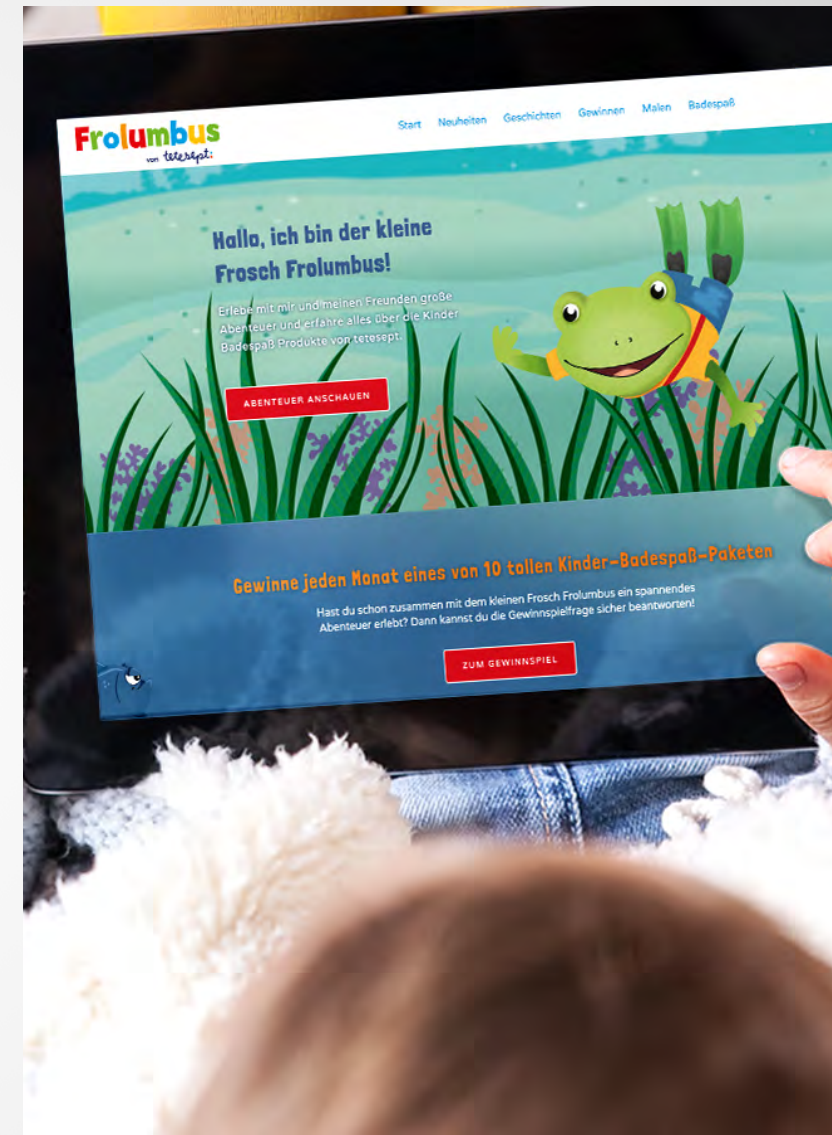
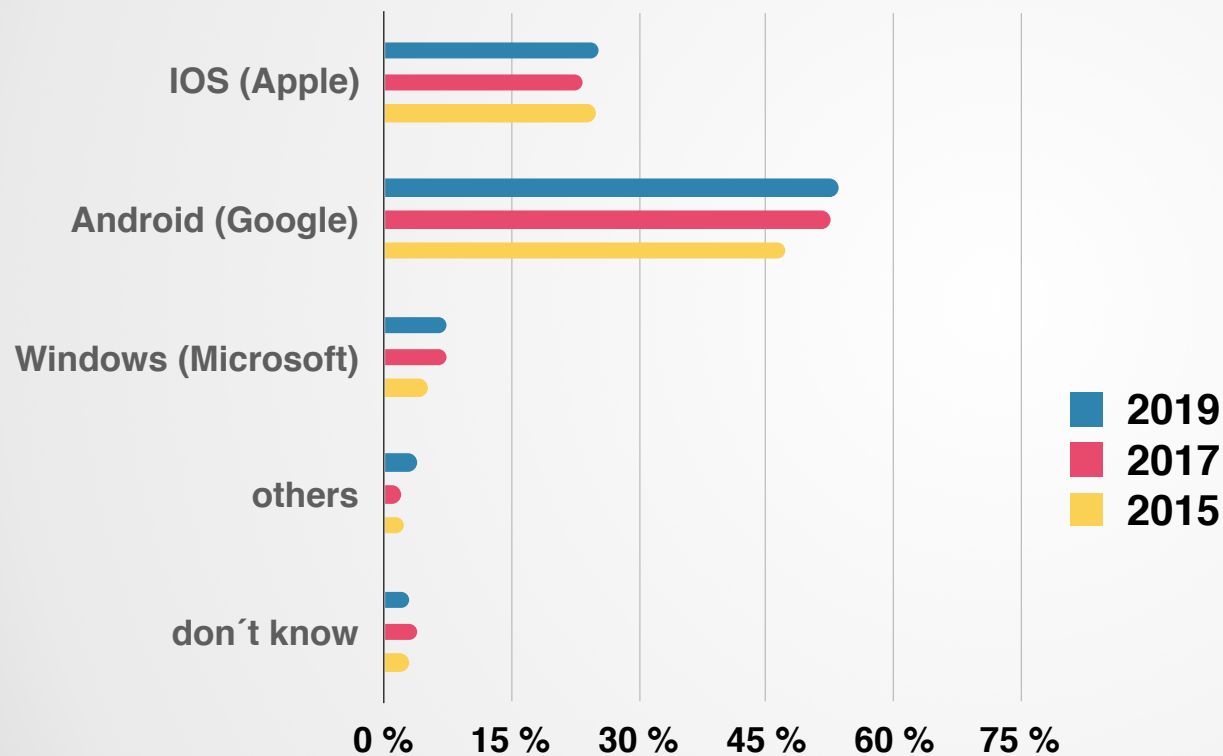
KBB
FAMILY MARKETING EXPERTS

For & Sheep
APPS FOR KIDS

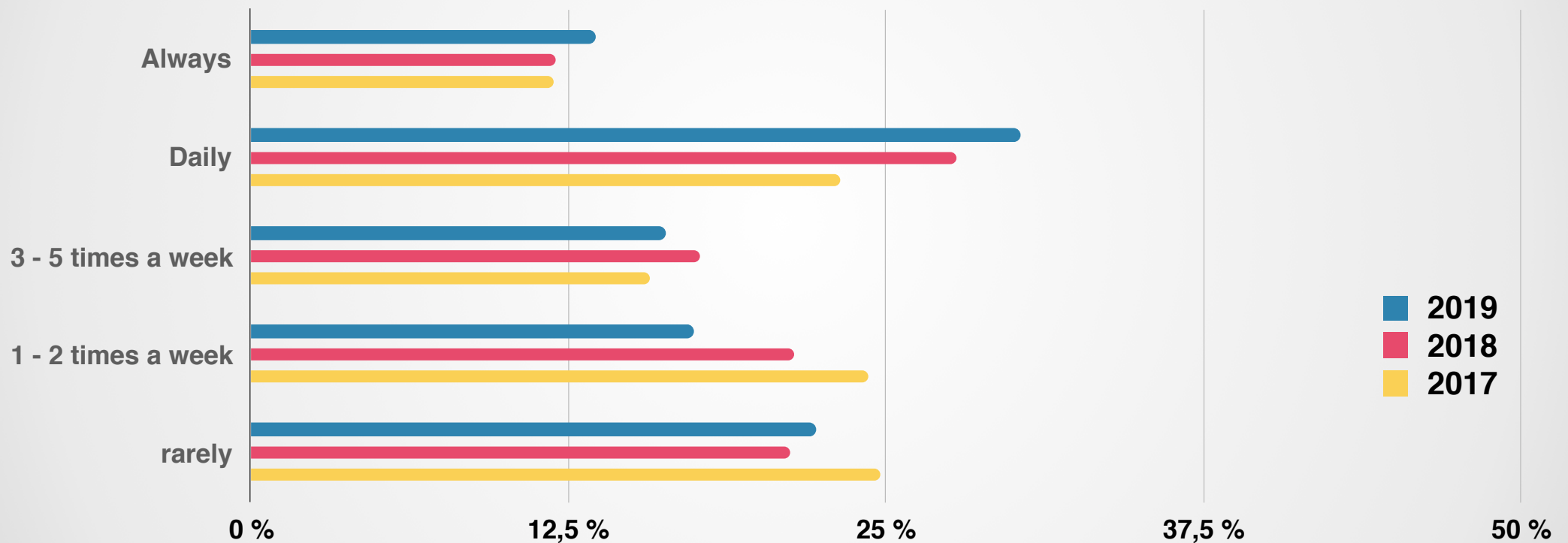
Which operating system do the smartphones use?



Which operating system do the tablets use?

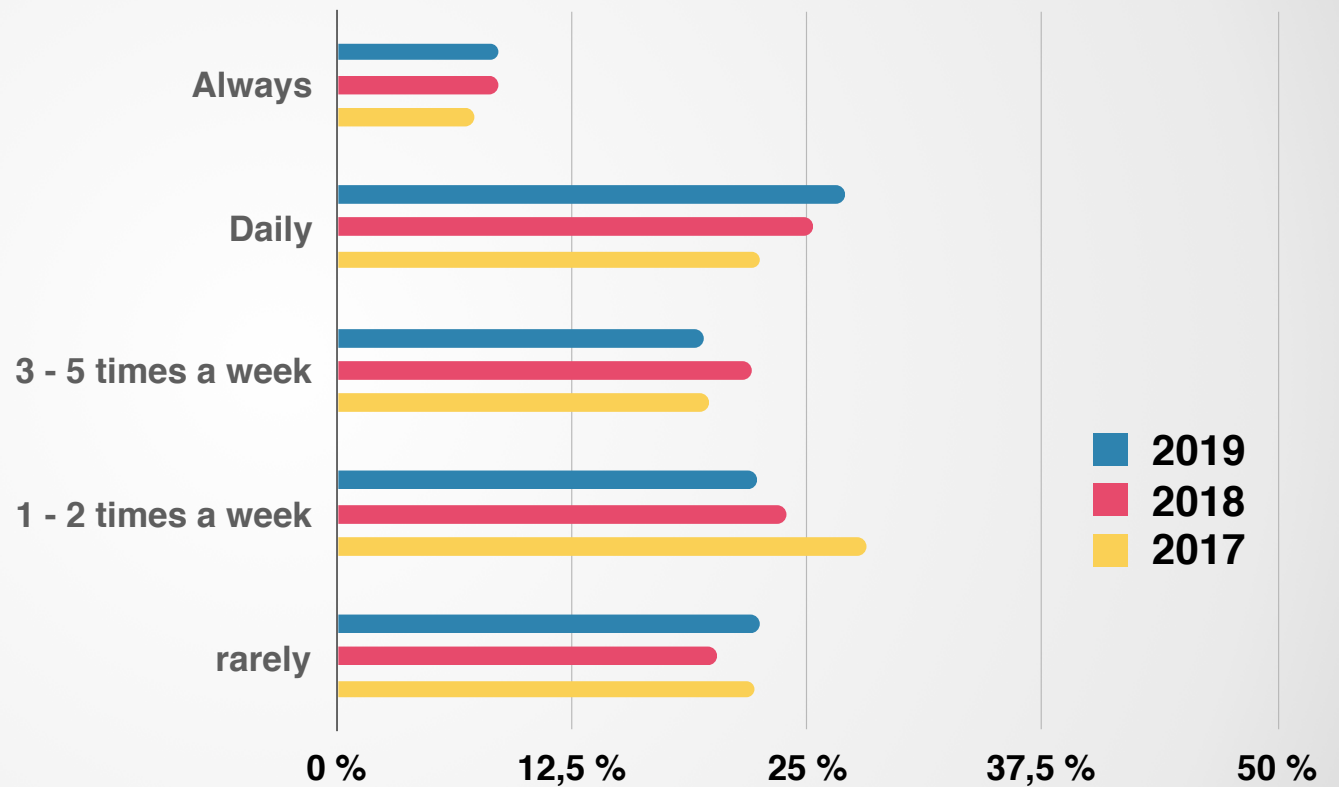


How often is your child allowed to use a smartphone?



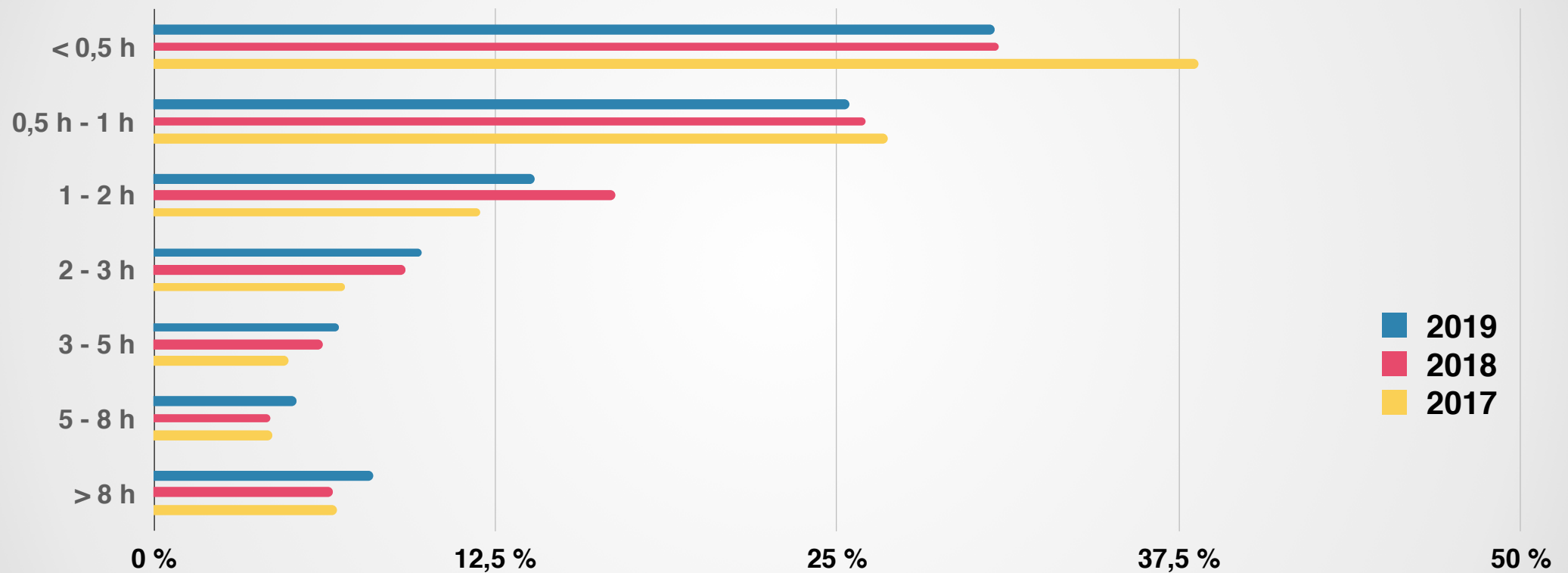


How often is your child allowed to use a tablet?

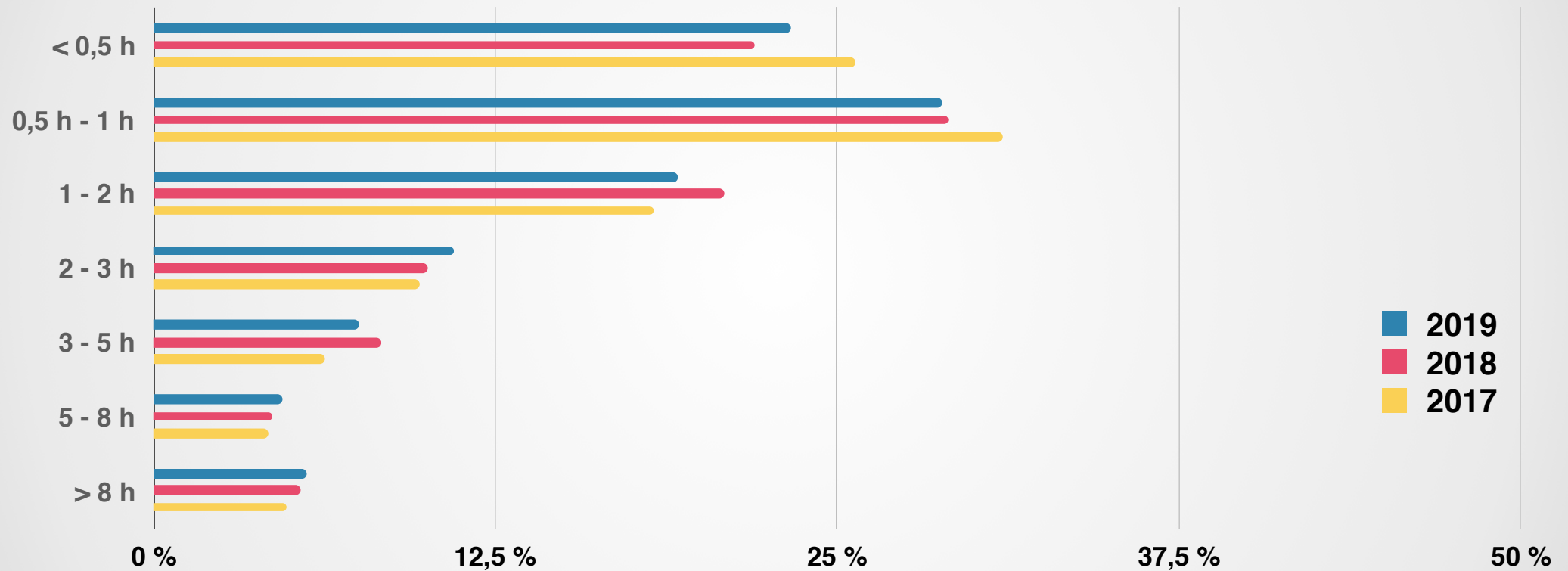


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How much time is your child allowed to use a smartphone?

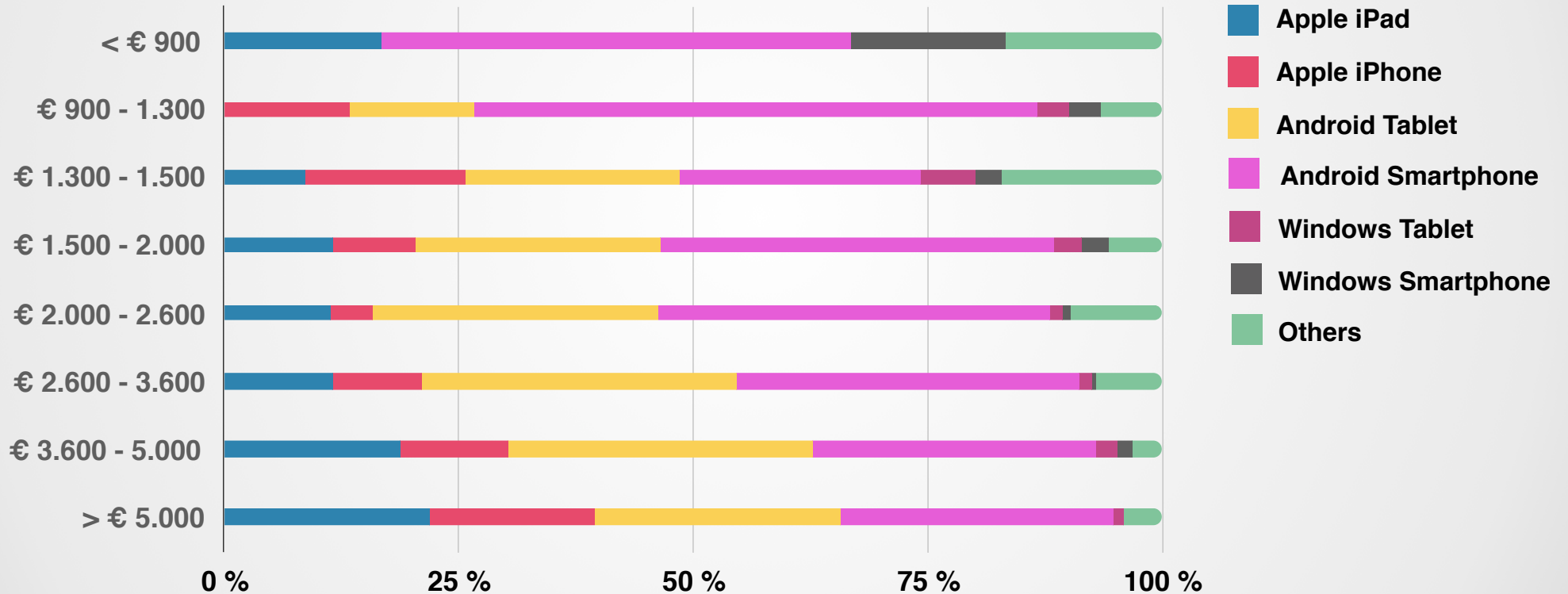


How much time is your child allowed to use a tablet?

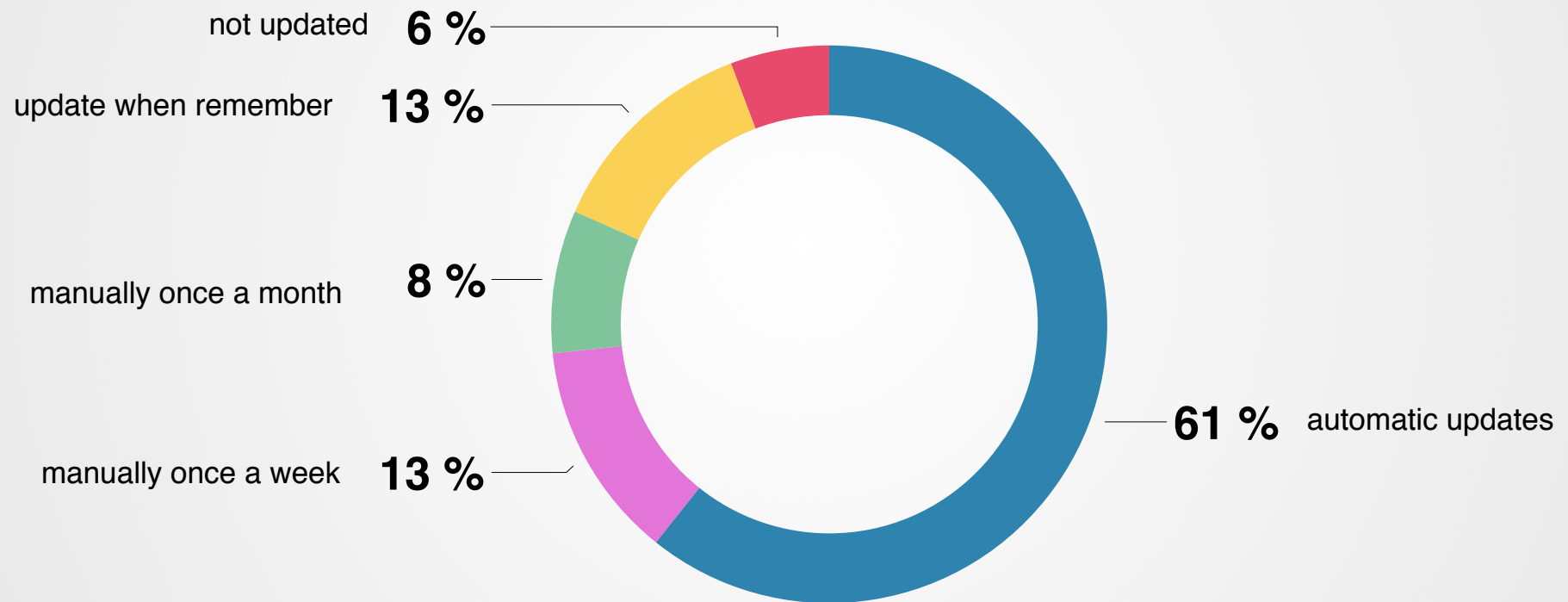


What kind of device does your child use mostly?

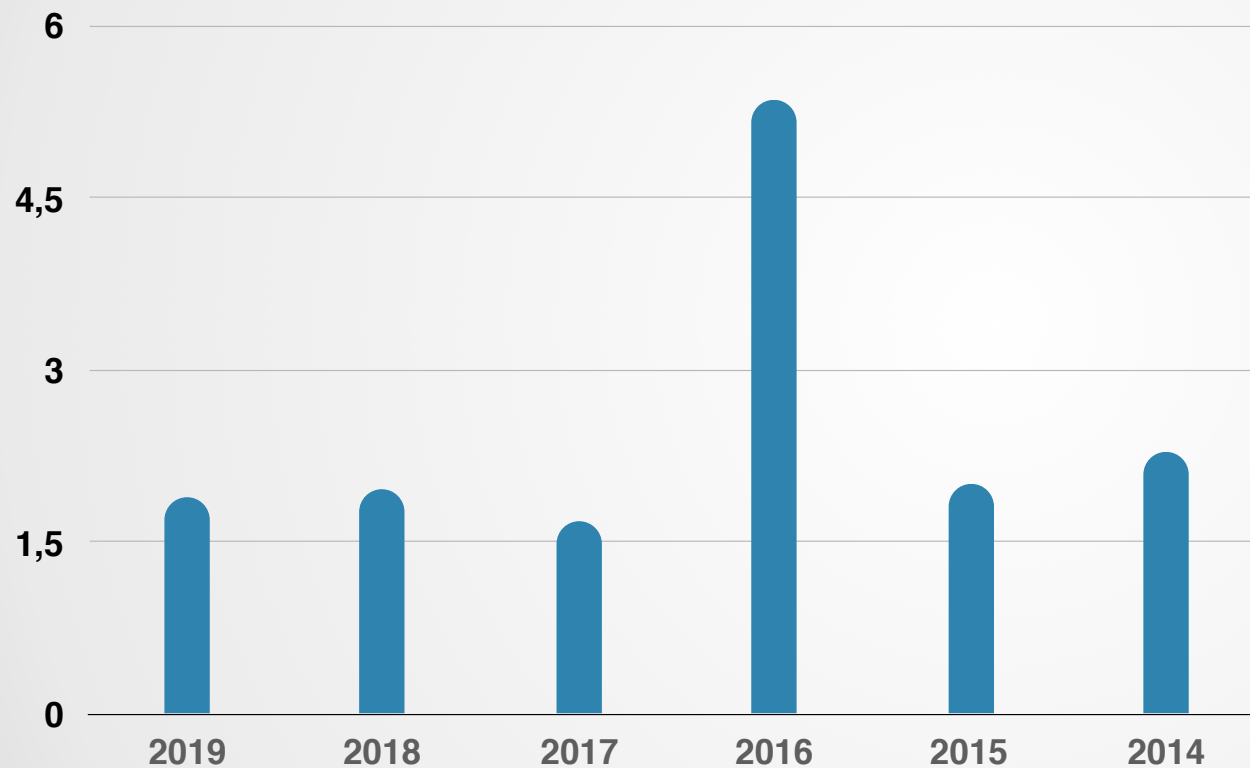
Household income



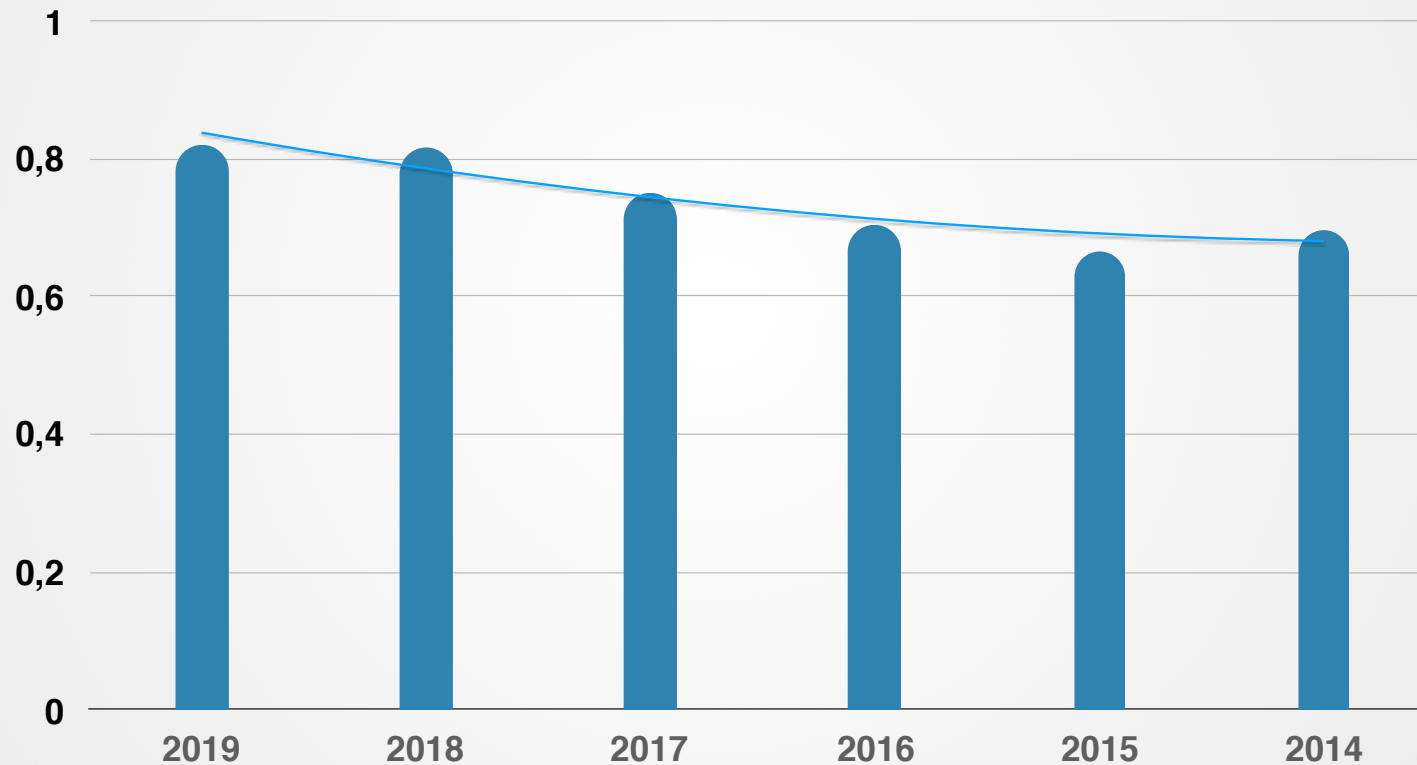
How do apps receive their updates on their most frequently used device?



How many apps in average do you download per month?

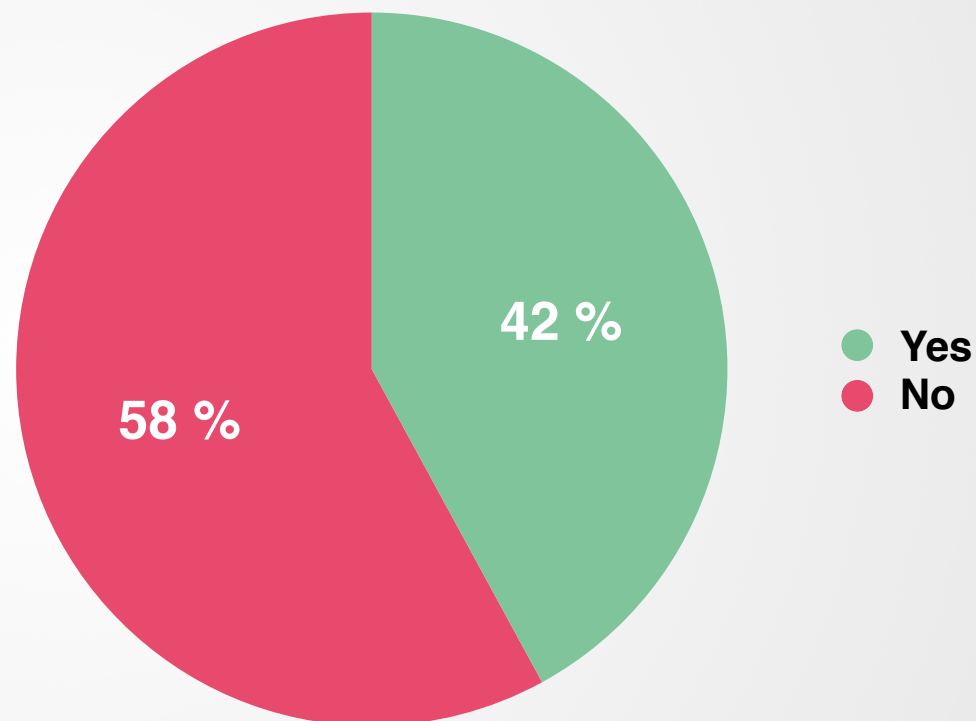


What is the share of apps which are downloaded for free?

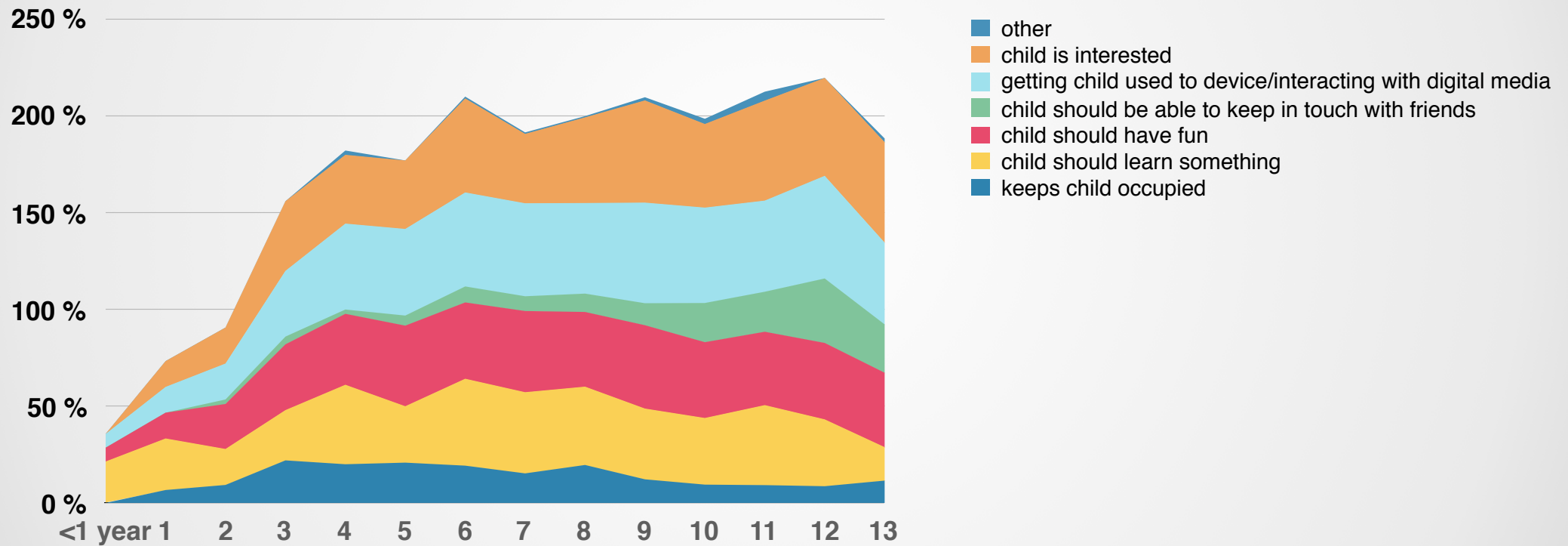




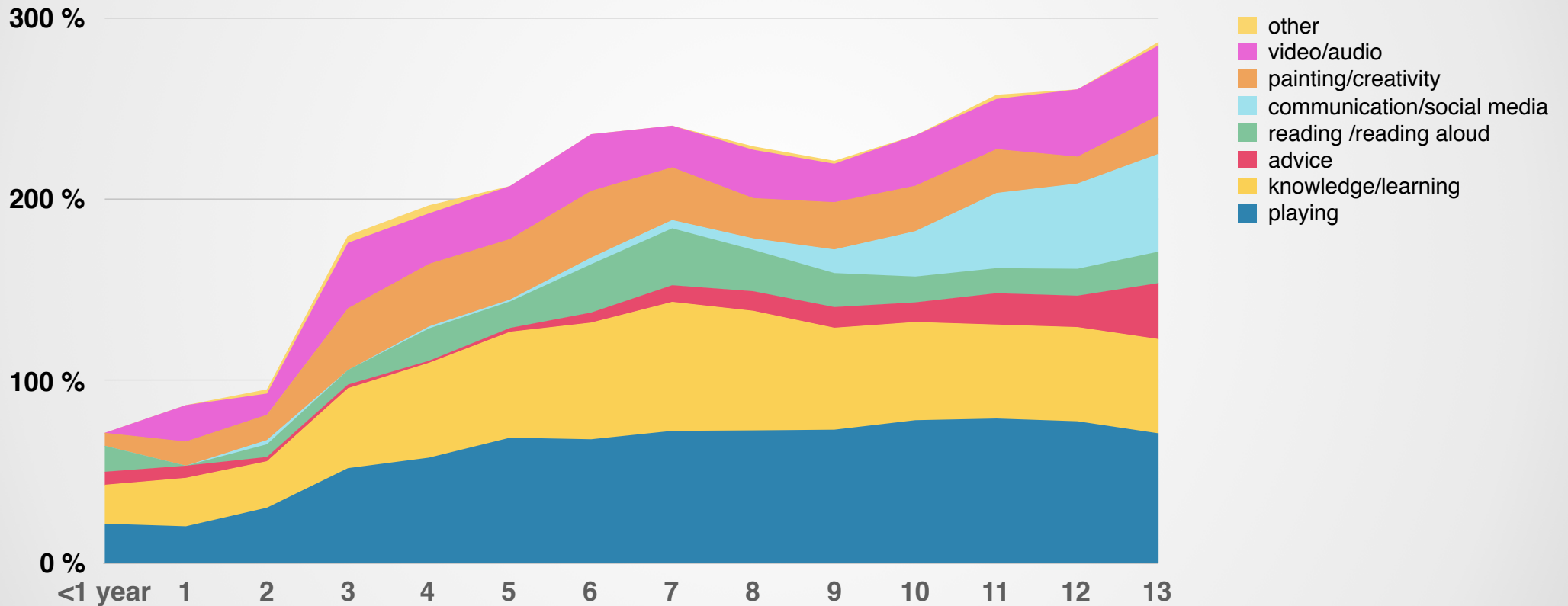
Do you check the size of apps?



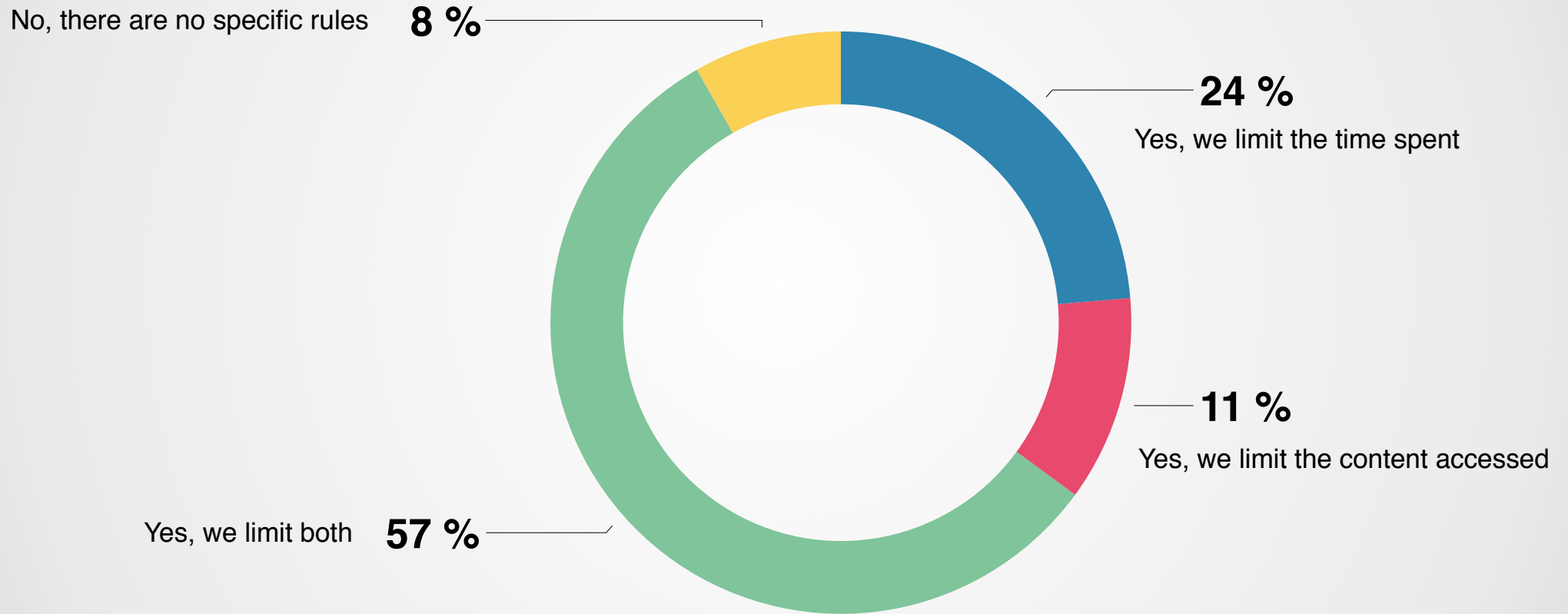
You allow your child to use apps. What is your motivation?



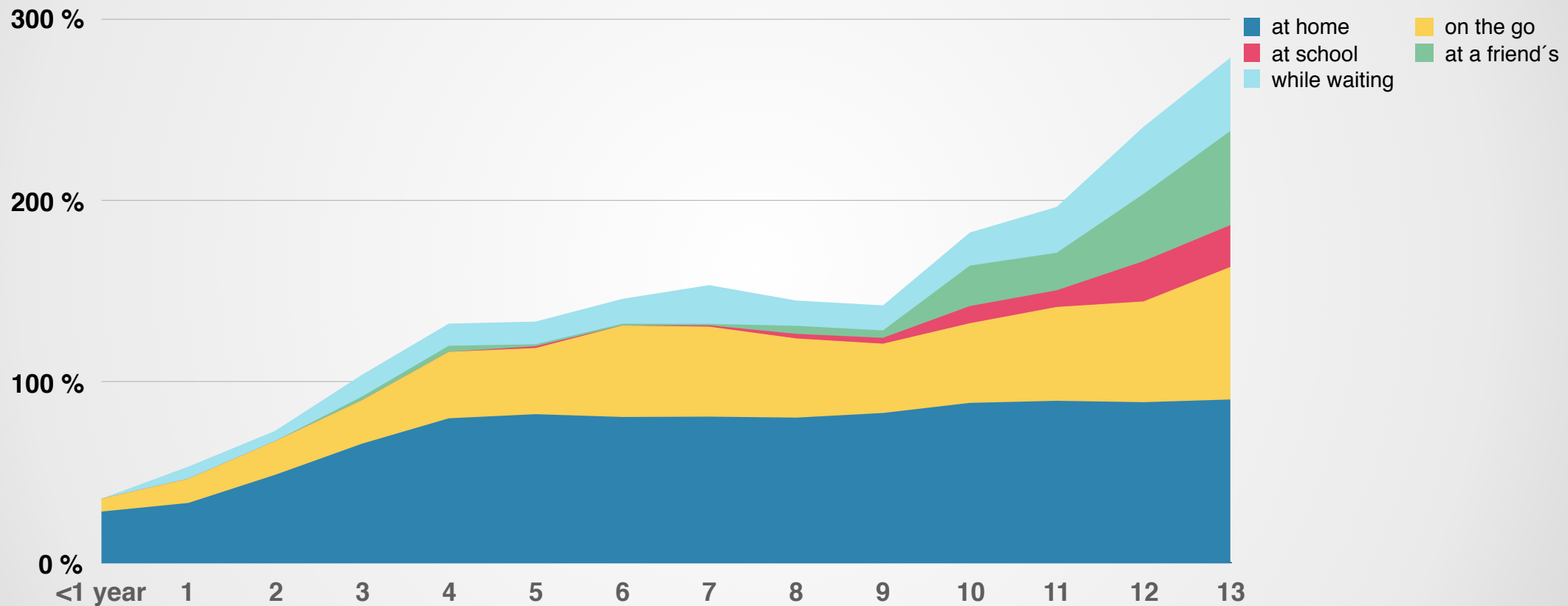
What apps does your child use?



Do you have clear rules for when your child uses apps?



Where does your child use his / her device?



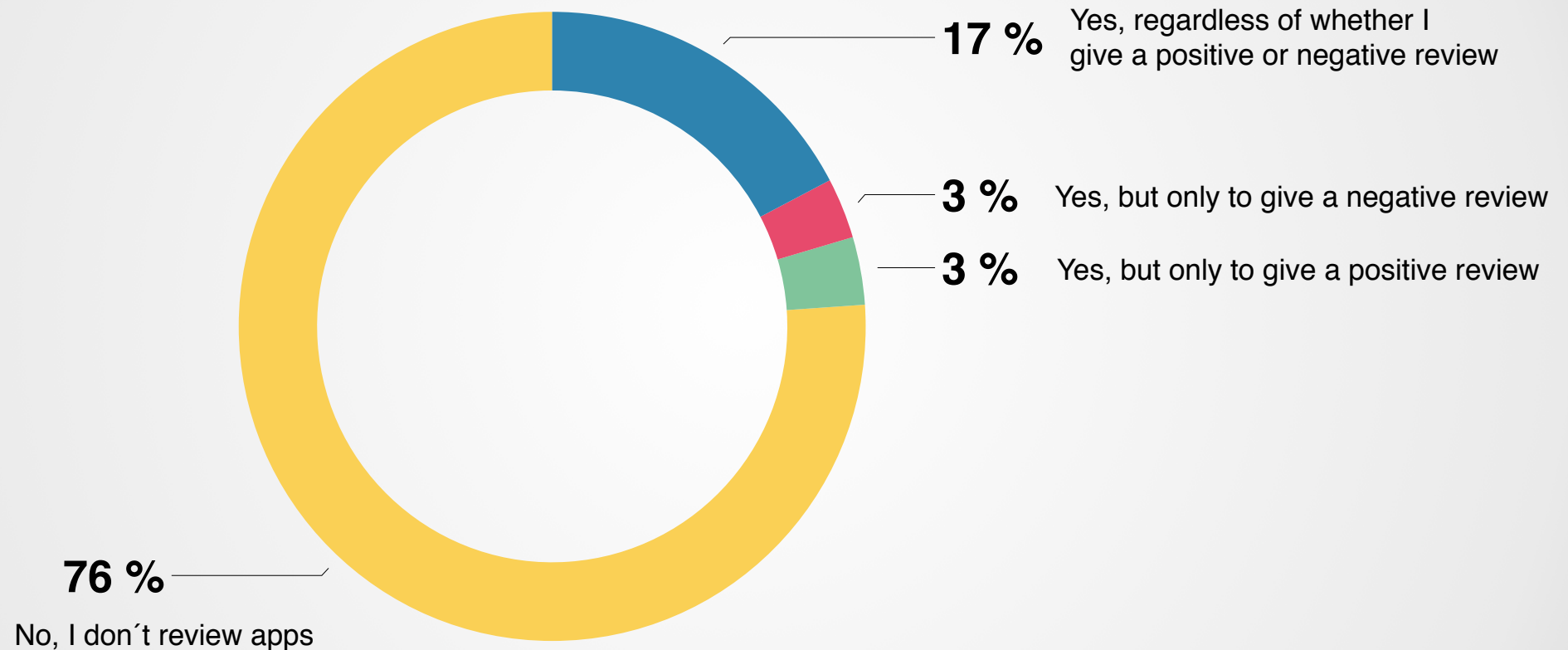
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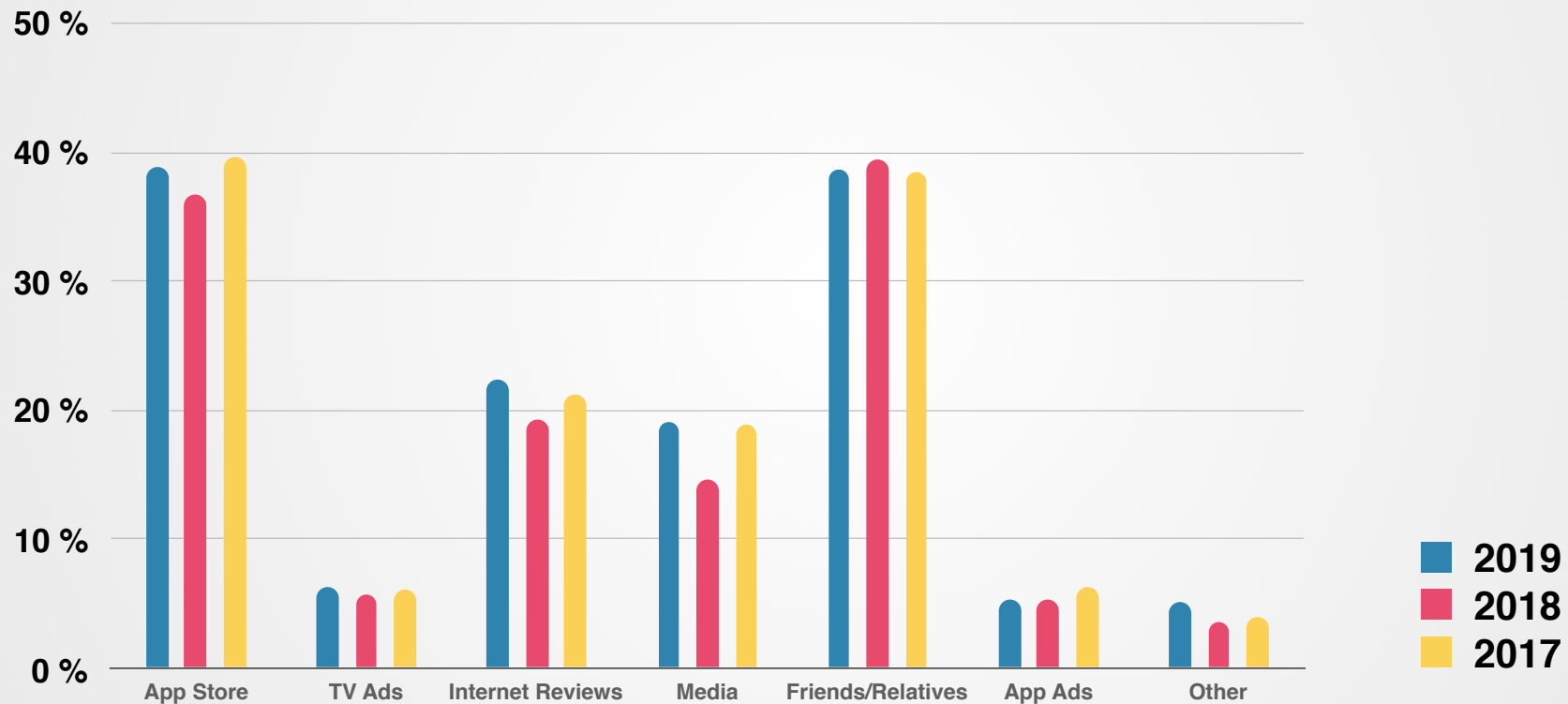
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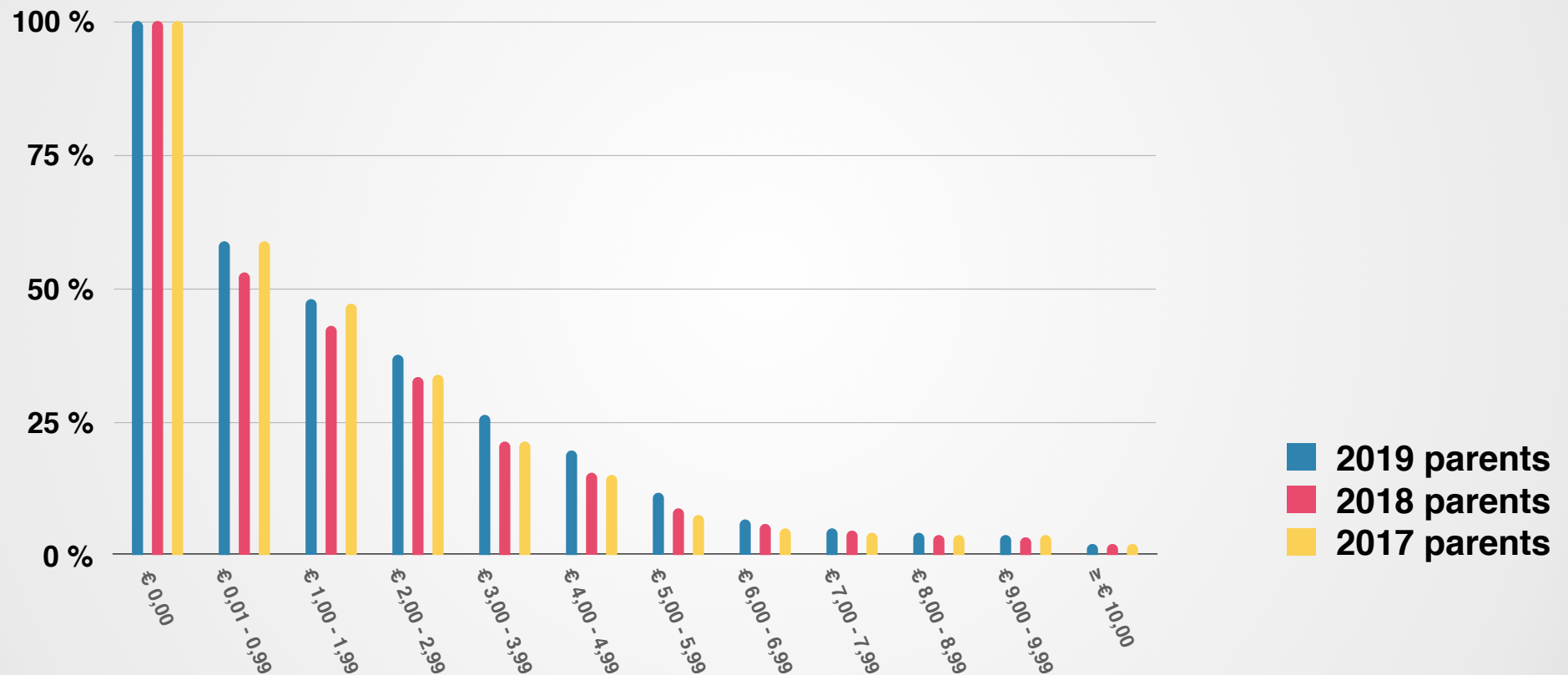
Do you review apps in the relevant app store?



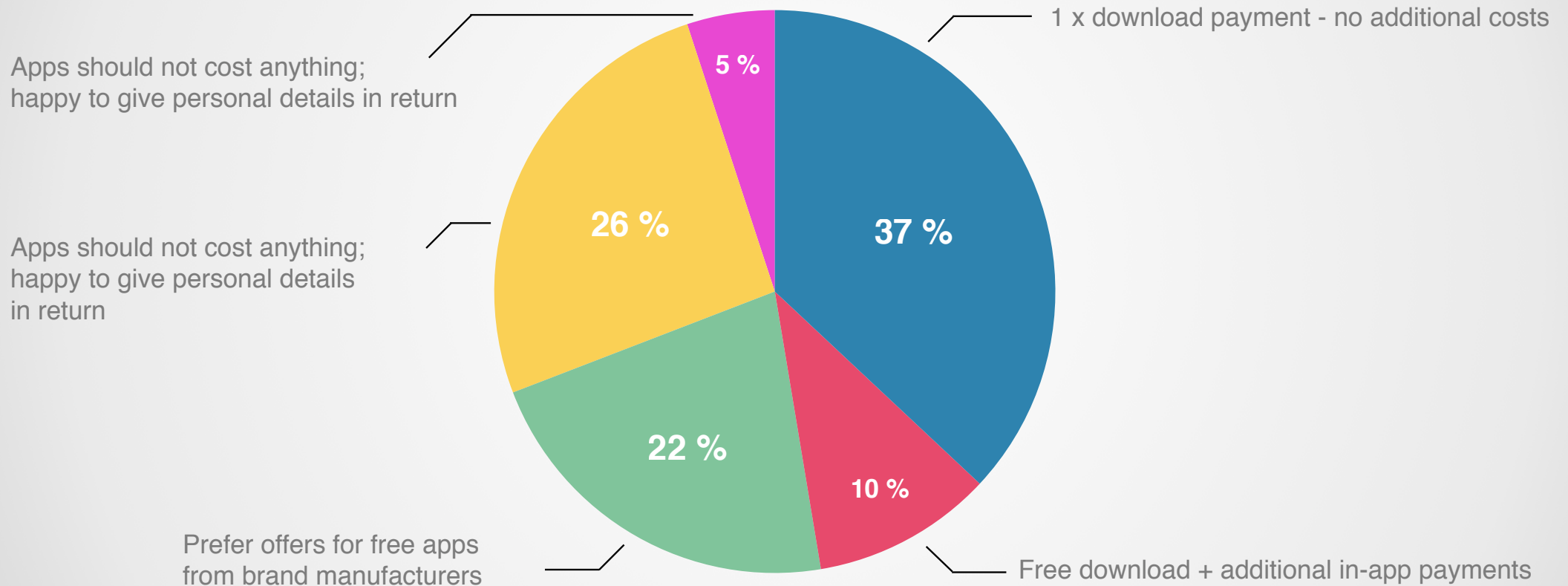
How do you get recommendations for new apps?



What is the maximum you would pay for a very good app for your child?



Which payment model do you prefer for the apps that your child uses?





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<https://kbundb.de>

Thank you for your attention

